

Music Row Code: Establishing a Design Review Committee

Stakeholder Meeting #3

May 2nd, 2017

Meeting Agenda

I. Presentation

- Planning Process Overview
- Review Previous Exercises
- Design Review Committee

II. Group Exercises



Meeting Purpose

“Envisioning a Music Row Code as a tool for fostering growth while protecting the history of Music Row”

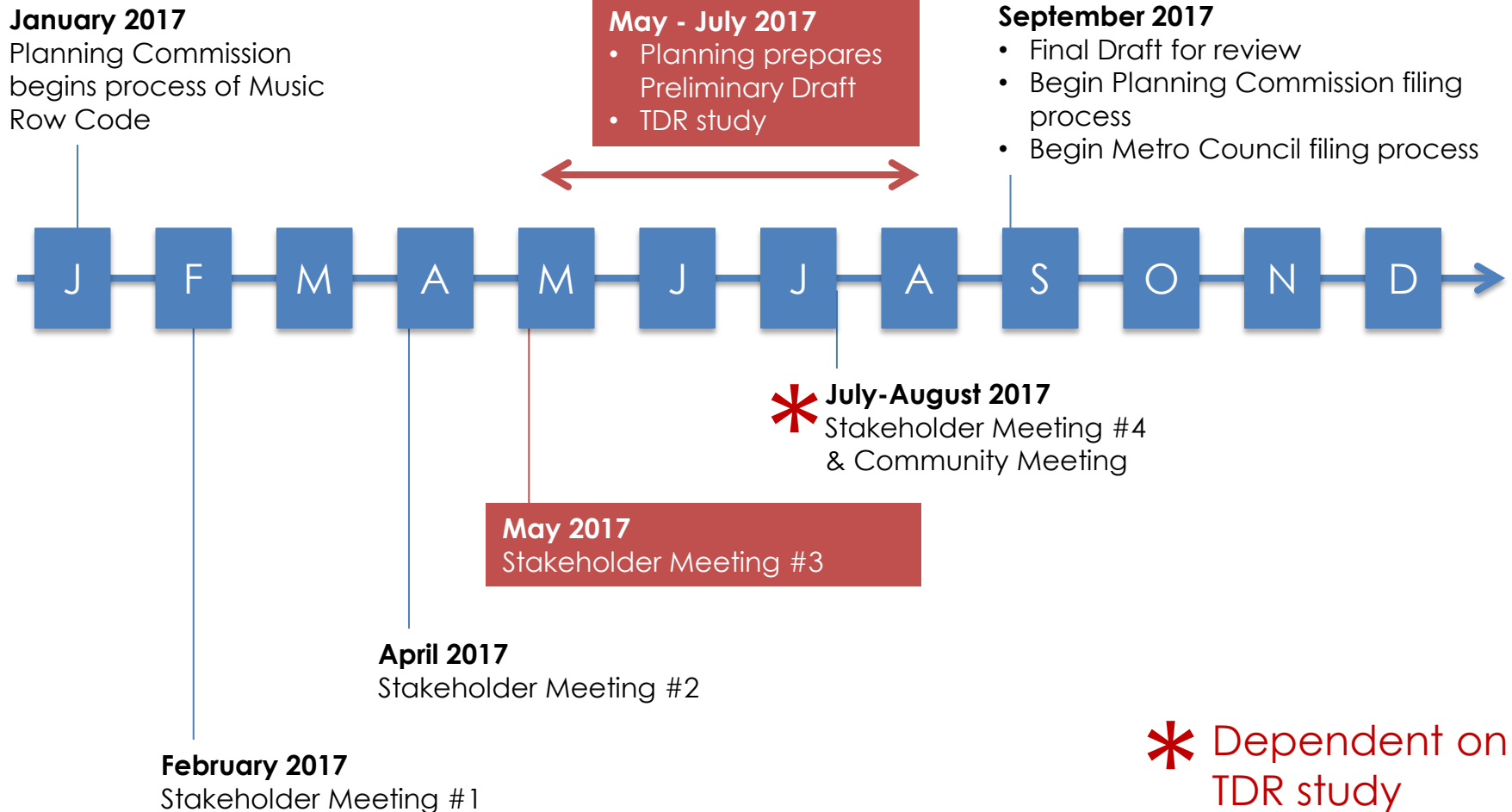
Steps for Creating a Music Row Code

1. Define purpose & goals
2. Identify character-defining features
3. Create design guidelines
- 4. Form a Design Review Committee**
- 5. Define policy and procedure**



Music Row Code Outlook

2017





Review of Exercises **(from April 4th stakeholder meeting)**

<http://www.nashville.gov/mpc>

Click on link for complete results

Exercise 1a.

Purpose of Music Row Code

“A Music Row Code should aim to maintain and sustain the character and identity of Music Row and facilitate its function as a viable creative and *mixed use* business district, and would replace the existing zoning with a form-based zoning code and establish a review process for development, redevelopment, and expansions with a review committee.”

– All tables agreed

Exercise 1b.

Land Uses to Sustain Music Row:

Appropriate Uses:

- Generally, primary use is music-related office with uses that support that function.
- *Small scale* retail, cafes, bars & restaurants
- *Small* indoor & outdoor venues w/ limitations
- *Small* market or grocer

Exercise 2

Top Character Defining Elements

- Design inviting building fronts w/ curb appeal
- Street level retail for parking structures
- Design buildings sensitively to Edgehill neighborhood
- Safety for pedestrians & bicyclists
- Importance of trees for shade and add character
- Durable and high quality materials

Exercise 2

Least Desirable Elements

- Surface parking lots in front of the building
- Exposed parking structures
- Blank, windowless walls along the street
- Long, horizontal windows
- Buildings that do not face the street

Exercise 3a.

Top Incentives for Historic Structures

- Tax credits, relief, freeze, abatements or incentives
- Transfer of Development Rights (TDR)*
- Height or density bonus*
- Business improvement district
- Grants for restoration
- Historic markers & wayfinding
- Historic tourism app
- Incentives for keeping music-related business*

**Planning staff are identifying ways the Music Row Code may address these items*

Exercise 3b.

Transfer of Development Rights

Pros

- Encourages NR/NRE preservation & further designation
- Compensates NR/NRE property owners
- May attract 'Class A' office space

Cons

- Incentivizes NR/NRE historic designations only (not WOC)
- May add height to property adjacent to Edgehill neighborhood



Design Review Committee

Purpose of a DRC in Music Row

- Public oversight & proactive voice in development process specific to the vision of Music Row
- Guide character of new development
- Input on development with respect to historical and cultural significance of structures



DRC Membership Should Include:

- Balanced representation of interest groups
- Familiar with area
- Familiar with history & future of music industry
- Design background or related field



Typically Provides Guidance on:

- Appropriate scale & massing
- Site & building design elements
- Streetscape elements
- How development contributes to structures with historic and cultural significance



Design Review Committee

Standard Review Process:

Step 1

- Meet with Planning staff to identify design solutions and necessary process.

Step 2

- Submit an application for DRC consideration.

Step 3

- Staff reviews application and makes a report to DRC based on design guidelines.

Step 4

- DRC convenes to make a decision on application.

Step 5

- If approved, submit a building permit.
- If denied, applicant may appeal to Planning Commission.



Group Exercises

Next Steps

Final Stakeholder Meeting:
Tentatively scheduled for July 18th

<http://www.nashville.gov/mpc>

Click on link for
Music Row Community Meeting updates